

PRD: No yield group header bidding O&E

An overview of the proposed opportunity and experiment for no yield group header bidding

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Summary

As part of the new header bidding workflow ("no yield group header bidding"), we're going to offer publishers an experiment to understand the impact before they adopt the feature as well as an opportunity with an uplift estimate to further drive adoption.

The experiment is launch blocking for the new workflow and so is a high priority. The opportunity is not (it can launch after the workflow), and so is a lower priority.

This PRD articulates the requirements for both the experiment and opportunity in detail.

Context

[Redacted]

[Redacted]

[Redacted]

Priority & phasing

The priority of each item is as follows:

- [Redacted]
 - [Redacted]
- [Redacted]
 - [Redacted]

[Redacted]

Commented [1]: @codywilson@google.com [Redacted]

Assigned to Cody Wilson_

Commented [2]: Tagging @steveswan@google.com for his thoughts too

(FWIW, I wrote this part because I assumed this was the case but that was really just an assumption)

Commented [3]: [Redacted]

<https://screenshot.googleplex.com/4CmgnmkfQt4WweQ>

Commented [4]: [Redacted]

@steveswan@google.com

Commented [5]: [Redacted]

Commented [6]: [Redacted]

@steveswan@google.com are you owning that?

Commented [7]: [Redacted]

[Redacted] would be [Redacted] completely possible that they say they would prefer [Redacted] don't do this because they like all the controls and [Redacted]

Commented [8]: Great pls include me in the meeting

Commented [9]: done

- Commented [26]: [REDACTED]

Let's discuss it with UX when we meet next

Commented [26]: [REDACTED]

Commented [30]: [REDACTED]

○ [REDACTED]
[REDACTED]

Date	Edits
Jan 11, 2023	Initial draft complete

Jan 18, 2023	Updated PRD with recent decisions: [REDACTED]